

ABSTRACT OF THE DISCLOSURE

During manufacturing, a unique bi-directional IP communication device identifier, such as a gateway serial number, is assigned to a each bi-directional IP communication device, preferably a DSL gateway. Once an order for such a device is received from a user, the unique bi-directional IP communication device identifier is associated with the unique user that the device is shipped to. A request for basic configuration details is then broadcast, preferably to a DHCP server. The request contains the unique bi-directional IP communication device identifier. The user's basic configuration details are then determined based on the unique bi-directional IP communication device identifier. These basic configuration details, which preferably include an IP address, are then received from the DHCP server. The bi-directional IP communication device is then configured with these basic configuration details.

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